Winter 1986

Information Media Newsletter Vol. 20 No. 2

St. Cloud State University

IM NEWS

FROM THE DEAN'S CHAIR

The Center for Information Media Advisory Committee, a select group of practitioners from among professional fields in which our graduates work, met recently to provide input to Center faculty for the upcoming North Central and NCATE accreditation visits. Several areas of concern were addressed, but the one topic receiving the most attention was the need for additional professionals in our field, especially in the area of public library service.
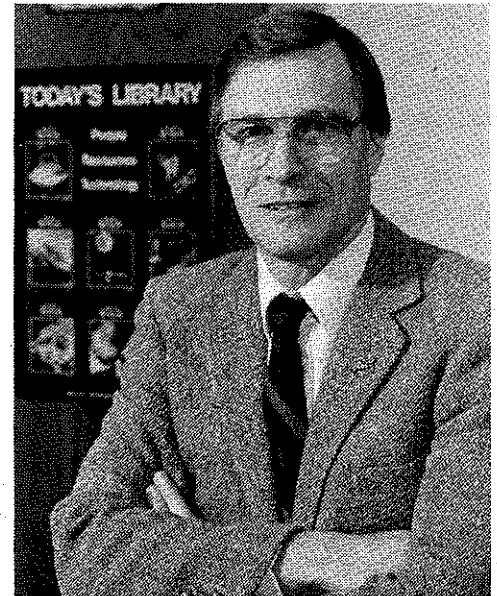
A topic that seemed to be of special interest, however, to the group was the issue of ALA accreditation and particularly how that affects the public library sector in light of the demise of the University of Minnesota Library School. The general consensus from the public library people on the committee was that they were having great difficulty finding qualified candidates for their posted positions. The issue brought forth once again the question of whether or not an institution like ours should pursue the ALA accreditation, what the chances of receiving such accreditation might be, and whether or not it would be economically feasible to do so.

St. Cloud State University has not pursued this type of accreditation in the past, but not without study and good reason. Generally, the most basic reasons were the cost involved, the type of organizational structure we maintain, and the success that our graduates were achieving, professionally and economically, in the fields for which we

presently prepare people. This may require a bit more explanation. The organizational structure of Learning Resources and the Center for Information Media requires that faculty serve in both service and teaching roles; the ALA Committee of Accreditation has never been supportive of faculty serving dual roles or having joint appointments. Reorganization would not only diminish teaching talent, but might also be expensive, and the accreditation process itself is already an extremely expensive venture, both in the time faculty and staff put into the process and the actual out of pocket expenses. Additionally, our graduates have been starting at significantly higher salaries than those offered for entry level positions which require the ALA accredited degree, particularly in the public library. It has been our position to support a program which clearly relates to the employment prospects of our graduates.

However, while the discussion to that point was interesting, it became apparent that focus should be directed to solving the needs of the public library directors in their search for professional staff, particularly how that related to the program at St. Cloud State and what St. Cloud could do to alleviate the problem. With that background, the group shifted into a problem solving mode and the gist of what transpired follows.

While most of our graduates choose the school or business fields, a significant number of our graduates successfully hold positions in public and academic libraries, even without the ALA accredited degree, without high entry level salaries, and without hope of

upward mobility. All of these factors are controlled by the profession itself, and it is only if the people within the profession see the problem that any change is likely. Because of these factors, it is difficult to recruit effectively for the field, and people exploring employment potential in the public library field aren't likely to fight those odds. A key factor discouraging SCSU graduates from beginning careers in librarianship is the state rule which keeps persons who do not hold a masters degree from an ALA accredited school from becoming regional system directors even after years of successful experience. People are generally not motivated to enter a system which controls their professional growth possibilities by rule. However, some persons living in communities with public libraries would like to serve as public librarians, salaries notwithstanding, if professional advancement was based on competency. Elimination of the rule

which forces regional library systems to hire a person with an ALA accredited degree (if it is to receive federal funds) would be a positive step toward increasing the applicant pool with graduates from St. Cloud State University. What this suggests is in essence a "Minnesota Accreditation" for public and academic libraries which would allow graduates from programs such as SCSU's to become fully qualified for any position within the state including regional system directors.

St. Cloud State University would be willing to employ current practitioners now in the field to teach courses in the Center's program as related to public and academic libraries. This would simply extend the concept of service instruction to a broader base--including public and other academic libraries.

A plan for "Minnesota Accreditation" has many advantages. Such a program would assure: 1.) the public that knowledgeable persons could be hired to provide service. 2.) persons living in the state of Minnesota an opportunity to complete a masters's degree which would allow them to move up to the highest levels in the library systems based on knowledge, ability and competence. 3.) persons with degrees from ALA accredited institutions outside the state continued opportunities to compete for positions. 4.) an adequate supply of professionals for public library positions in the state of Minnesota. 5.) St. Cloud State University that it would not have to compromise its broad-based Information Media program with restrictions set by a special interest accreditation group.

The Center for Information Media has been providing the state with outstanding, well prepared professionals for schools, business and industry. The Center is recognized nationally for its efforts in these areas. The needs of public and academic libraries are different, but with help from practioners the Center for Information

Media program can be adjusted to serve students interested in positions in those settings as well. It is our intention to have Minnesota help Minnesotans, and to provide Minnesotans with an instate educational opportunity that is not only readily available but also relevant.

We are not and do not intend to be parochial. Reviews of our programs by experts from other parts of the country have given us confidence. The success of our graduates in a variety of settings in the United States and around the world has given us credibility. We will continue our endeavor to provide the best we can offer with the resources at our disposal.

John Berling

INTERNSHIP UPDATE

Pauline Nelson and Sandi Statz have each enjoyed an opportunity to apply their classroom instruction and interaction skills during successful completion of internships.

Pauline interned at Bemis, a large Minneapolis-based manufacturer of items such as office ceilings, modular walls, and access floors. Her objectives included development of a performance appraisal workshop.

Undergraduate Sandi Statz concluded part of her internship learning about media operations at St. Cloud Hospital. She will also study the reference process at our own University Learning Resources Services.

Internship possibilities for the spring or summer should be investigated as soon as possible. Contact Steve Koyama (Center for Information Media, 255-4774) for additional details.

Those of you who have not yet visited the 3rd floor of LRS since Fall Quarter began will find that changes were made during the summer. In an effort to give better service to the campus and to cut down on lines of people waiting at the periodicals counter, we have shifted some of the collections.

A new microform area has been created, and all microfiche and microfilm are now in open cabinets adjacent to the microform readers so that patrons can find their own materials much more quickly. The loose paper copies of magazines and journals (generally those for the current year) are still behind the counter, and undergraduate students request them in the same fashion as before. Faculty members and graduate students, however, are welcome to enter the stack area and browse, and study tables have been placed in the stacks for your convenience. This change is proving very welcome, and more and more faculty and graduate students are taking advantage of the open stacks. The bound volumes are still at the north end of the floor, moved only slightly from their former position. Indexes have been moved even less--one change here which should be noted by graduate students, especially in IM and in Education, is that the volumes of ERIC - RIE are now filed alphabetically under the title RIE, which conforms with the usage in many if not most other university libraries.

Because of the physical changes, additional changes have been made in location of service personnel. A student worker is always on duty in the microform area to help patrons find materials and to assist them is using the readers. Millie Gregoire, periodicals assistant, has a HELP desk in the center of the area and is very busy helping students find their way in the world of periodicals and indexes. Come to see our "new look" when you are next on campus.

Virginia Sorensen

Several faculty members attended the MEMO Regions 1, 3, 4, 5 & 6 Midwestern Conference in Alexandria, MN Feb 4-5. Doreen Keable gave a presentation on the use of the NASA Teacher Resource Room. Tony Schulzetenberg gave a presentation on Minnesota Authors. Dr. Schulzetenberg was also a member of the North Central Evaluation Team which met at Columbia Heights on Sept. 25.

Virginia Sorensen attended a workshop on library automation sponsored by the Minnesota Office of Library Development and Services in Roseville, MN on Nov. 20. She also attended a workshop on serials automation sponsored by the Library Technology Reports (ALA) in Chicago from Oct. 31 to Nov. 3.

Luther Rotto attended the Chicago National Film Market on Oct. 24. He was also a guest on a "Perspectives" telecast which aired on Jan. 4. The topic of discussion was the "second wave" of the video invasion.

James Pehler and Virginia Blaske attended the ASIS Convention in Las Vegas on Oct. 24.

Phyllis Lacroix and Dae Chun Lee attended the MECC '85 Educational Computing Conference in Bloomington on Nov. 17.

Fred Hill presented reviews of the following books at the 1985 NSPI National Conference: Corporate Messiah: the hiring and firing of million-dollar managers; Iacocca: An Autobiography: and The Universe Within: a new science explores the human mind.

Harlan Jensen gave a presentation on satelliting in Duluth for the Duluth Public Schools on October 17.

Dennis Fields and his family spent their Christmas vacation abroad this year, visiting Alnwick, England where SCSU has a foreign studies program. Dennis and Ann's son Erik is presently enrolled as a student on the program. While there Dennis had an opportunity to visit with the faculty and administration regarding the ongoing development of a library which will provide support for the program in future. Before returning to the U.S. the family spent a week on the southern coast of Spain.

Santa visits the LRC.

Dean Berling, Dennis Fields, Tony Schultzetenberg, Harlan Jensen, Randy Evans, Carl Savage and Lawrence Busse attended the 1986 AECT Annual Conference & COMMTEX International Exposition in Las Vegas, Nevada Jan 17-21. Dennis Fields participated in a group presentation entitled "Core Competencies for Instructional Developers: The View from Five Programs." The five programs highlighted were graduate programs at St. Cloud State, San Diego State, Utah State, Florida State and the University of Iowa.

Elsewhere in this issue you will find a schedule of courses and workshops for the summer. We've tried to offer workshops on currently interesting topics, many taught by practitioners in the field. One of our headliners is the Jim Trelease workshop entitled "Motivating Children to Make Friends with Books." Please notify the teachers in your building about this attractive workshop. If you have any ideas for potential workshops, either during the 1986-87 school year or for the summer of 1987, please contact us.

If you've recieved an evaluation survey, and you should have by the time you recieve this newsletter, please make sure to complete and return it. The survey is part of our NCATE/North Central Accreditation process scheduled for 1986-87. Also, recent graduates were sent some forms to complete on their exit interviews, held just prior to graduation. We've tried to take constructive criticism to heart, and your return of the forms will help.

A new course will be offered during Spring Quarter for the first time for undergraduates. Entitled "Technological Applications in the Learning Process," the course is designed to give students a better understanding of various aspects of microcomputer applications and telecommunications in independent learning. Doreen Keable will be the instructor. The class is being offered at the suggestion of various departments in the College of Education.

Tony Schulzetenberg

Tom McDonough, ID

Kathleen Bahde, CIM

GRADUATE GRAPEVINE

David Nelton, instructional designer for Lutheran Insurance Co. in Appleton, WI.

Sheila Speltz, instructional designer for Northwestern National Life Insurance Co. in Minneapolis, MN.

Sandy Sakry, media generalist for the Virginia Public Schools in Virginia, MN.

Two new graduate assistants have joined the ranks of the LRC. Kathleen Bahde is assisting in the Center for Information Media with an office in 218 and Tom McDonough is working in the television studio for Instructional Development.

First Session

Course	Title	Sec	Instructor	Cr	Time	Room
412-512	Television in Media	1	Polesak	4-3	6MW	CH-60
432-532	Administrative Uses of a Microcomputer (July 7-8)	1	Rotto	1	9:30	ED-125A
444	Internship in Media	1	Staff	1-4	Arr.	Arr.
468	Media Materials and Methods of Instruction	1	Staff	3	9:35	CH-125
473-573	Photography in Media	1	Nelson	4-3	1:45	CH-125
477-577	Reference & Bibliography	1	Clarke	4-3	9:35	CH-134
478-578	Technical Processes I	1	Hedin	4-3	9:35	CH-126
495-595	Data Bases, Delivery Systems and Regional Cooperation (June 9-10)	1	Peterson	1	9:30	CH-228
495-595	Microcomputer Telecommunications for Resource Centers (June 16-17)	2	Josephson/ Ewing	1	9:30	CH-228
495-595	Integrating Media Skills in the Classroom (June 11-12)	3	Radeke	1	9:30	CH-228
495-595	Motivating Children to Make Friends with Book (June 30-July 1)	4	Keable	1	9:30	CH-100
495-595	Data Based for Educators (June 18-19)	5	Ewing/ Josephson	1	9:30	CH-228
495-595	Instructional Graphics: Macintosh and Macpaint (June 23-24)	6	Ewing/ Josephson	1	9:30	CH-228
495-595	Instructional Design for Microcomputers (June 18-19)	7	Fields	1	9:30	ED-125A
495-595	Computer Instructional Graphics (June 25-26)	9	Josephson/ Ewing	1	9:30	CH-228
495-595	Books and Technology: Partners in Learning (July 2-3)	10	Mangini/ Husom	1	9:30	CH-133
495-595	The Automated Media Center (July 7-8)	11	Peterson	1	9:30	CH-228
495-595	Developing Interactive Video (July 9-10)	12	See/Doyle	1	9:30	CH-228
545	Microcomputers in Classrooms and Media Centers	1	Staff	3	9:35	CH-228
603	Information Media: Theory, Research, and Practice	1	Fields	3	7:30	CH-134
606	Organization & Supervision (June 9-26)	1	Schulzetenberg	3	1:45	CH-134
644	Information Storage & Retrieval	1	Rydberg	3	11:30	CH-125
680	Internship in Media	1	Staff	2-12	Arr.	Arr.
681	Readings in Media	1	Schulzetenberg	1-3	Arr.	Arr.
682	Research in Media	1	Staff	2-12	Arr.	Arr.
683	Seminar: Specialist Degree	1	Schulzetenberg	1-4	Arr.	Arr.
683	Seminar: Acquisition & Maintenance of Equipment (July 9-10)	2	Jensen	1	9:30	CH-133
683	Seminar: Media and Technology for Teachers (June 16-17)	3	Schulzetenberg	1	9:30	CH-133
684	Field Study in Media	1	Staff	3-9	Arr.	Arr.

Second Session

Course	Title	Sec	Instructor	Cr	Time	Room
444	Internship in Media	2	Staff	1-4	Arr.	Arr.
468	Media Materials and Methods of Instruction	2	Koyama	3	9:35	CH-125
471-571	Preparation of Media	1	Hill	4-3	7:30	CH-134
475-575	Administration of Media	1	Smelser	4-3	1:45	CH-125
476-576	Selection & Evaluation	1	Westby	4-3	9:35	CH-134
481-639	Reading, Listening, & Viewing	1	Busse	4-3	11:40	CH-134
495-595	Logo for Teachers and Media Specialists (July 14-15)	8	Stachowski	1	9:30	CH-228
545	Microcomputers in Classrooms and Media Centers	2	Stachowski	3	7:30	CH-228
608	Research Methods	1	Lacroix	3	11:40	CH-125
646	Micro Software (July 14-31)	1	Stachowski	3	1:45	CH-228
658	Systems Design	1	Koyama	3	1:45	CH-134
680	Internship in Media	2	Staff	2-12	Arr.	Arr.
681	Readings in Media	2	Staff	1-3	Arr.	Arr.
682	Research in Media	2	Staff	2-12	Arr.	Arr.

FIRST SESSION

Workshops

IM 432-532 ADMINISTRATIVE USES OF A MICROCOMPUTER

How to apply a microcomputer and related software for data management purposes. Will explore both generic and dedicated software packages. Prerequisite: knowledge of microcomputer operations.

July 7-8, 1 credit -- Luther Rotto, Instructor

IM 495-595 DATA BASES, DELIVER SYSTEMS, AND REGIONAL COOPERATION

An examination of state and regional networking which utilizes technology in data base development, bibliographies management, and delivery systems.

June 9-10, 1 credit -- Trish Peterson, Instructor

IM 495-595 INTEGRATING MEDIA SKILLS INTO THE CURRICULUM

A workshop designed to help the school library media specialist integrate media and technology skills into the curriculum utilizing Minnesota Department of Education learner outcomes.

June 11-12, 1 credit -- Duane Radeke, Instructor

IM 495-595 MICROCOMPUTER TELECOMMUNICATIONS FOR RESOURCE CENTERS

The exploration and use of the microcomputer and related equipment in accessing and transferring data electronically.

June 16-17, 1 credit -- Rich Josephson and Keith Ewing, Instructors

IM 495-595 DATA BASES FOR EDUCATORS

Access to and use of computer bibliographic and numeric data files on DIALOG and BRS of use and interest to public school educators; special attention to ERIC files and resources and non-educational data files of interest to educators.

June 18-19, 1 credit -- Keith Ewing and Rich Josepshon, Instructors

IM 495-595 INSTRUCTIONAL DESIGN FOR MICROCOMPUTERS

Workshop is designed to examine techniques for organizing content material for programming with an emphasis on sequencing, reinforcement, and general organization of the program.

June 18-19, 1 credit -- Dennis Fields, Instructor

IM 495-595 INSTRUCTIONAL GRAPHICS: MACINTOSH AND MACPAINT

An introduction to the creation and use of graphic images for instruction using the Apple Macintosh microcomputer.

June 23-24, 1 credit -- Keith Ewing and Rich Josephson, Instructors

IM 495-595 COMPUTER INSTRUCTIONAL GRAPHICS PRODUCTION

Design and implementation of instructional graphics using Macintosh microcomputer, laser printer, and conventional graphics equipment. Cost effectiveness of equipment in relation to demand will be explored.

June 25-26, 1 credit -- Keith Ewing and Rich Josephson, Instructors

IM 495-595 MOTIVATING CHILDREN TO MAKE FRIENDS WITH BOOKS

A look at contemporary children's literature (infancy to teens) with an emphasis on read-aloud books, motivating children to read, and the impact of TV viewing on children and reading.

June 30-July 1, 1 credit (Special Workshop Fee Assessed) -- Doreen Keable, Instructor

IM 495-595 BOOKS AND TECHNOLOGY: PARTNERS IN LEARNING

An exploration of the use of technological related equipment and materials to stimulate reading interest.

July 2-3, 1 credit -- Elsie Husom and Mary Mangini, Instructors

IM 495-595 THE AUTOMATED MEDIA CENTER

A workshop designed to explore automated check-out systems, on-line cataloging, micro application to management of media centers, and other recent automation trends.

July 7-8, 1 credit -- Tom Peterson, Instructor

IM 495-595 DEVELOPING INTERACTIVE VIDEO

An examination of state-of-the-art interactive video programming, with an emphasis on designing instructional materials for interactive video.

July 9-10, 1 credit -- John See and Brian Doyle, Instructors

SECOND SESSION

Workshops

IM 495-595 LOGO FOR TEACHERS

Intended as an introduction to educators for what LOGO is and how it will impact a school's curriculum. Students will become knowledgeable ont he various facets of LOGO through a series of directed activities.

July 14-15, 1 credit -- Tom Stachowski, Instructor

Short Courses

IM 606 ORGANIZATION AND SUPERVISION OF MEDIA

An introductory survey of the various facets of organization and supervision of media resources in library and audiovisual services.

June 9-26 (1345-1610), 3 credits -- Tony Schulzetenberg, Instructor

IM 683 SEMINAR: ACQUISITION AND MAINTENANCE OF EQUIPMENT

A seminar providing practical information on acquisition of audiovisual equipment and simple maintenance problems.

July 9-10, 1 credit - Harlan Jensen, Instructor

IM 683 SEMINAR: MEDIA AND TECHNOLOGY FOR TEACHERS

A brief summary of both old and recent trends and practices in educational technology and library media, and how those can be used more effectively in designing instruction.

June 16-17, 1 credit -- Tony Schulzetenberg, Instructor

IM 646 MICRO SOFTWARE

Selection, evaluation, and processing of microcomputer programs and documentation; sources, techniques, and media center management of software.

July 14-31 (1345-1610), 3 credits -- Tom Stachowski, Instructor

Evening Courses

IM 412-512 TELEVISION IN MEDIA

The operation and use of television in the instructional program.

4-3 credits (1800 MT) -- Fred Polesak, Instructor

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